LEO BURNETT COMPANY, *Inc.*
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Cool it with

Old Delft

Pipes don't overheat pipes: tobacco does. But Old Delft doesn't because of its new crew cut: the Short Strand Cavendish. Burns longer, slower, and therefore, cooler. The aged, mild Virginia tobaccos in Old Delft make for a cooler taste, too. Put Old Delft in your pipe and cool it. It's that simple.

Source: https://www.industrydocuments.ucsf.edu/docs/lydv0004